

# **Market Research Abstracts**

## **Volume 47 January-June 1987**

### **Contents**

**Journal and sources consulted**

**Subject Index**

**Author Index**

**Section I Survey techniques Abstract Nos 6186-6199**

**Section II Statistics, models and forecasting**  
**Abstract Nos 6200-6216**

**Section III Attitude and behaviour research**  
**Abstract Nos 6217-6279**

**Section IV Psychographics, personality and social psychology**  
**Abstract Nos 6280-6297**

**Section V Communications, advertising and media research**  
**Abstract Nos 6298-6346**

**Section VI Applications of research Abstract Nos 6347-6370**

**Section VII Industrial market research Nos 6371-6375**

**Section VIII Market Research and general applications**  
**Abstract Nos 6376-6393**

**Section IX New product development Abstract No 6394**

**The appropriate section number is given in the top left hand corner of each abstract, before the abstract number.**

## **Journals and sources consulted**

Abstracts in this issue have been derived from the following journals and other sources. American journals are marked with an asterisk.

Admap  
44 Earlham Street  
London  
WC2H 9LA

\*American Journal of Sociology  
University of Chicago Press  
5801 South Ellis Avenue  
Chicago  
Illinois  
60637  
USA

\*Behavioral Science  
305 San Ysidro Road  
Santa Barbara  
California  
93108  
USA

British Journal of Mathematical and Statistical Psychology  
British Psychological Society  
St Andrew House  
48 Princess Road East  
Leicester  
LE1 7DR

British Journal of Psychology  
British Psychological Society  
St Andrew House  
48 Princess Road East  
Leicester  
LE1 7DR

British Journal of Social Psychology  
British Psychological Society  
St Andrew House  
48 Princess Road East  
Leicester  
LE1 7DR

British Journal of Sociology  
Routledge & Kegan Paul plc  
Broadway House  
Newton Road  
Henley on Thames  
Oxon  
RG9 1EN

Esomar Congress Proceedings  
ESOMAR Central Secretariat  
J J Viottastraat 29  
1071 JP Amsterdam  
The Netherlands

European Journal of Marketing  
MCB University Press Ltd  
62 Toller Lane  
Bradford  
West Yorks  
BD8 9BY

European Research  
ESOMAR Central Secretariat  
J J Viottastraat 29  
1071 JP Amsterdam  
The Netherlands

\*Harvard Business Review  
Soldiers Field  
Boston  
Massachusetts  
02163  
USA

Human Relations  
88-90 Middlesex Street  
London  
E1

International Journal of Advertising  
Advertising Association  
Abford House  
15 Wilton Road  
London  
SW1V 1NJ

**International Journal of Research in Marketing**

Elsevier Science

Publishers BV

(North Holland)

PO Box 1991

1000 B2 Amsterdam

The Netherlands

**\*Journal of Advertising Research**

Advertising Research Foundation

3 East 54th Street

New York

NY 10022-3180

USA

**\*Journal of Applied Psychology**

American Psychological Association Inc

200 17th Street

NW Washington DC

20036

USA

**\*Journal of Consumer Research**

Graduate School of Management

University of California

Los Angeles

LA 90024

USA

**Journal of Industrial Economics**

Institute of Economics & Statistics

University of Oxford

St Cross Building

Manor Road

Oxford

**\*Journal of Marketing**

American Marketing Association

250 South Wacker Drive

Chicago

Illinois

60606

USA

**\*Journal of Marketing Research**  
American Marketing Association  
250 South Wacker Drive  
Chicago  
Illinois  
60606  
USA

**\*Journal of Personality & Social Psychology**  
American Psychological Association Inc  
200 17th Street  
NW Washington DC  
20036  
USA

**\*Journal of the American Statistical Association**  
806 15th Street  
NW Washington DC  
20005  
USA

**Journal of the Market Research Society**  
The Market Research Society  
175 Oxford Street  
London  
W1R 1TA

**Journal of the Operational Research Society**  
Neville House  
Waterloo Street  
Birmingham  
B2 5TX

**Journal of the Royal Statistical Society**  
25 Enford Street  
London  
W1H 2BH

**MRS Conference Proceedings**  
The Market Research Society  
175 Oxford Street  
London  
W1R 1TA

Management Decision  
MCB University Press Ltd  
62 Toller Lane  
Bradford  
West Yorks  
BD8 9BY

\*Management Science  
Institute of Management Sciences  
290 Westminster Street  
Providence  
Rhode Island  
USA

Marketing Intelligence & Planning  
MCB University Press Ltd  
62 Toller Lane  
Bradford  
West Yorks  
BD8 9BY

\*Operations Research  
Operation Research Society of America  
Mount Royal & Guilford Avenues  
Baltimore  
ND 21202  
USA

Oxford Bulletin of Economics and Statistics  
Basil Blackwell Ltd  
108 Cowley Road  
Oxford  
OX4 1JF

\*Psychological Bulletin  
American Psychological Association Inc.  
200 17th Street  
NW Washington DC  
20036  
USA

**\*Psychological Review**  
American Psychological Association Inc.  
200 17th Street  
NW Washington DC  
20036  
USA

**\*Public Opinion Quarterly**  
American Association for Public Opinion Research  
Journalism Building  
Columbia University  
116th Street & Broadway  
New York NY 10027  
USA

Statistical News  
HMSO  
PO Box 276  
London  
SW8 5DT

## **Acknowledgements**

Our grateful thanks are due to those journals which supply copies for abstracting. Also to the following organisations whose libraries are used for the compilation of the abstracts:

The City University    The City University Graduate Business School  
London Business School    Tavistock Institute of Human Relations